

Message Text

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UNCLAS AMSTERDAM 714

USDOC FOR SPECIAL ACTIVITIES DIVISION
BONN FOR C. JOHNSON

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJ: IN-STORE PROMOTIONS: MIRO AND NMB

REF: A. USDOC 12751, B. AMSTERDAM 353, MAY 76, C. AMSTERDAM 423,
JUNE 76.

1. PER REFTEL C. AND BROWN/JOHNSON CONVERSATION IN USDOC DURING JULY CONSULATE REQUIRES SOONEST CONFIRMATION OF AUTHORITY TO SIGN LETTER OF INTENT WITH ALBERT HEIJN - MIRO FOR IN-STORE PROMOTION DURING FY 77 AND TO SIGN LETTER OF INTENT WITH NEDERLANDSCHE MIDDENSTANDBANK N.V. (NMB) FOR IN-STORE PROMOTION DURING FY 78. MEETING JUST ARRANGED WITH MR. POLLMANN OF MIRO FOR SEPT. 14. GUIDANCE REQUIRED BY COB SEPT. 13.

2. MIRO PROMOTION TENTATIVELY SCHEDULED FOR SPRING 1977. CONTACT IS MR. H.C. POLLMANN (DO NOT PUBLISH NAME). EVENT WILL CALL FOR USA THEME DISPLAYS AND RELATED ADVERTISING TO SUPPORT INTRODUCTION OF NEW TO STORE/NEW TO MARKET AMERICAN CONSUMER ITEMS IN 10 MIRO HYPERMARKETS (SEE REF B.). CONSULATE REQUIRES SOONEST APPROVAL IN PRINCIPAL TO SIGNING LETTER OF INTENT WITH MIRO AND STATEMENT OF APPROPRIATE CAVEATS AND OF PARAMETERS WITHIN WHICH AGREEMENT TO BE REACHED. ESTIMATED COST TO USG US DOLLARS 20-25,000.--. COMMERCIAL OFFICERS WILL MEET WITH MR. POLLMANN SEPT. 14 TO DISCUSS
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PROGRAM IN DETAIL. THEREFORE TELEPHONE GUIDANCE WITH WRITTEN FOLLOW-UP CONFIRMATION IS REQUESTED.

3. A) NMB PROMOTION IS TENTATIVELY PLANNED FOR FALL 1977 (FY 78). CONSULATE APPRECIATES USDOC CONFIRMATION OF INTENTION TO SUPPORT THIS IN-STORE PROMOTION PER REF A. PARA 2. HOWEVER, INSTRUCTIONS AND CONFIRMATION OF AUTHORITY TO SIGN LETTER OF INTENT ARE REQUIRED SOONEST. PLEASE INCLUDE CONFIRMATION OF AUTHORITY TO DISCUSS USG SUPPORT UP TO US DOLLARS 45,000.--.

3. B) NMB CONTACT IS MR. W.G. PERQUIN (DO NOT PUBLICIZE NAME YET). PROMOTION WOULD INVOLVE STAGING AMERICAN THEME PROMOTIONS AT 7-9 SHOPPING CENTERS HAVING SEVERAL HUNDRED RETAIL OUTLETS. CONSULATE IS PREPARING A PROPOSAL FOR PRESENTATION TO NMB INVOLVING BOTH ANIMATED AND STATIC AMERICAN THEME DISPLAYS AT EACH CENTER INCLUDING DISPLAYS IN PARTICIPATING STORES. WE ALSO PROPOSE ONE OR TWO GROUP BUYER FLIGHTS IN PREPARATION FOR EVENT (PERHAPS JANUARY AND JUNE TRIPS TO NHS-CHICAGO) AND SUBSEQUENT FEATURING OF NEW-TO-MARKET ITEMS IN EACH OUTLET DURING THE PROMOTIONAL PERIOD.

3. C) COMMERCIAL OFFICER WILL MEET WITH MR. PERQUIN DURING WEEK OF SEPT. 13-18. IMMEDIATE GUIDANCE AS REQUESTED IN LAST SENTENCE OF PARA 2 ABOVE IS ALSO REQUIRED FOR THIS DISCUSSION.

4. FOR C. JOHNSON. SEPTTEL FOLLOWS.

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